



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, November 11th, 2014

Ross Aragon Community Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Larry Fisher, Jim Smith, Bob Kudelski, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya

Absences: Chirag Patel, Matthew Boyle, Matt Sprowls

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: October Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – October
  - a. Stephen Durham motioned to approve October minutes, Steve McKain seconded, all approved
4. Chair Report – Bob Kudelski
  - a. Presented new video TTC Director created for visitor center lobby
    - i. Nick Tallent asked about other activities not featured; TTC Director explained that not all activities were able to be captured, given at most 8 hours of shooting per videographer, adding video is part of the ongoing plan
    - ii. Nick Tallent felt the footage of Wolf Creek was subpar; TTC Director once again explained that the videographer was sched-

uled months in advance and weather did not cooperate, there was a strong winter storm the day of shooting; given the tight shooting schedule that day, we only had time to shoot off of Raven lift

- iii. Nick Tallent asked why there was no cross country skiing footage; TTC Director explained that there were poor conditions with no mountain views the day of scheduled shooting and indoor footage was captured given the blizzard conditions
- iv. All 2014 video footage has been captured through projects through Miles / [colorado.com](http://colorado.com); 2015 budget allows specific budget for video
- v. Meeting is set with Christine Funk next week; Parelli (Mark Weiler) had previously offered their video equipment to aid TTC's efforts; local videographers will aid in winter footage, as mother nature is difficult to predict and footage is best with blue skies just after new snow

## 5. Treasurers Report

### a. Monthly Town Lodging Receipts report – Update

- i. September 2014 is up 7.35% over September 2013, with a few payments outstanding
- ii. Lodging taxes have now been up 10 months in row, beating all previous highs set in various years
- iii. August 2014 reflected a 22.21% increase over 2013
- iv. Year to date, tax collections are up 18.35% over 2013
- v. Greg Schulte explained correlation with sales tax; also mentioned a new report he has begun providing to Town Council
  - 1. Greg will bring report to the TTC December Meeting for review

### b. Current finances

## 6. Subcommittee Reports

### a. Budget – Update provided by Jennie Green

- i. 2014 budget reconciliation underway; Capital and Visitor Center should be under budget; complete reconciliation will be provided for December meeting

- ii. TTC Director explained that recent staff changes has reduced staff expenses for 2015; Greg Schulte and TTC Director will meet to discuss options to present to TTC Board and Town Council.

b. Fulfillment – Jim Smith

- i. No update

c. Marketing – Chirag Patel (update provided by Jennie Green)

- i. 2015 Planning Update

- 1. Marketing meeting held Nov 2nd during volunteer painting at visitor center
- 2. Brand Channel sponsorship confirmed; Pagosa will be one of 5 destinations included in [colorado.com](http://colorado.com) pilot program – we will be one of 5 destinations featured through content in 2015
- 3. Various other updates provided

d. Events & Events Infrastructure – Larry Fisher

- i. 2015 Funding Request Interviews

- 1. Interviews scheduled for Thursday, November 13th – review of final reports for 2014 beginning at 9:30pm, interviews begin at 10:15am and continue through 4pm
- 2. Stephen Durham requested all funding allocated to event organizers since TTC formation be provided; TTC Director will work on providing details for 2008 – 2010 for review prior to interviews on Thursday, previously 2011–2014 had been provided

e. Special Projects – Jim Smith

- i. No update

f. Wayfinding and Signage – Steve McKain

- i. New visitor signage has been installed and slightly adjusted to add sign on hot springs side of building and increased river side size
- ii. Greg Schulte asked about street sign; TTC Director explained estimates were slow for street sign, however, sign similar to entrance signs were too expensive and not presented, currently

working towards back to back sign estimate similar to trailhead signs; TTC Director hopes to have new street sign replaced and rock wall repaired by end of year

g. Visitor Center subcommittee

- i. TTC Director explained that Visitor Center Manager has been out sick for almost 3 weeks; Liz Alley has requested to become part time
  - 1. TTC Director has worked out a Visitor Center schedule to allow Liz to work 20–25 hours per week, Director will work 12 hours and Gail, beginning Jan 2nd, will work 20 hours per week.
- ii. Other updates were provided in VC report, no additional questions

h. Catch & Release – Larry Fisher

- i. New Signage

7. TTC Director Report – Jennie Green

- a. TTC Director asked if there were any questions; no questions as most had been reviewed during meeting

8. Old Business

9. New Business

a. Review of San Juan Historical Society 2015 Funding Request

- i. Shari Pierce was unable to attend interviews on Thursday, as DCI will be in town this Thursday
  - 1. Shari provided an overview of the museum and results in 2014
  - 2. TTC Director asked about distribution of Quilting magazine – 113,000 magazine, 76,000 newsletter subscribers; 1/4 page ad proposed
  - 3. Shari was asked about long term plans and future grant funding options
  - 4. 95% of the visitors to museum are not from Pagosa area

5. Gift shop improved significantly to add enhanced revenue; searching for additional grant sources, including Rural Philanthropy Days
6. New focus group to assist in developing more competitive museum, such as change in name (given similarity to Silverton museum name)
7. Larry asked what museum would do to take it to the next level
  - a. New building; they have too much stuff
  - b. Enhance storefront – investigating landscaping, use of old Lewis Street items to enhance exterior front
- ii. TTC Director mentioned holiday palooza and lack of allocated funds in 2014; Director requested funds out of unexpended 2014 capital funds for new lights, printing of insert and potentially the lighting contest, despite efforts for 2 months to locate lighting contest sponsors. \$3000 was requested.
  1. Greg Schulte wisely pointed out 2 board members had left the meeting early and there was no longer a quorum to approve.
  2. Decision was tabled for the beginning of Events meeting (which will be published as a brief budget meeting at 9:30am on Thursday, Nov 13th)
- b. Public Comment
  - i. None
- c. Any other new business to come before the Committee
  - i. None

## 10. Adjournment

- a. Larry Fisher motioned to adjourn, Stephen Durham seconded, all approved.